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sponsorwise

Join now!

Registering offers several advantages for both Sponsors and Sponsorship Properties:

FOR SPONSORS:
Easy access to a comprehensive listing of sponsorship opportunities.

FOR SPONSORSHIP PROPERTIES:
Thousands of qualified buyers will have access to your listing everyday.

For the first time:
Sponsorwise is uniting the global sponsorship marketing community in one easy-to-use marketplace.

REGISTER

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Fig. 1

Contact Information

*First Name: Middle Initial:

*Last Name:

Title:

*Company/
Organization: Division:

*Address Line 1:

Address Line 2:

*City:

*State, Territory
or Province:

*Zip Code/
Postal Code:

Required for US and Canadian addresses only.

*Country

Other:

Please complete if "Other" is selected as Country above.

*Main Phone: Extension:

Alternate Phone:

Facsimile:

Email Address:

Confirm Email Address

What is your primary role regarding Sponsorship properties?

- ☐ "Buyer" only
- ☐ "Seller" only
- ☐ Both, but primarily a "Buyer"
- ☐ Both, but primarily a "Seller"

What is your organization's primary business activity?



What is your primary area responsibility?

[illegible]

How did you hear about Sponsorwise?

Web Ad

Please indicate the amount of Sponsorship dollars that you seek annually:

less than \$1,000	▼
-------------------	---

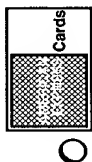
Please indicate the amount of Sponsorship dollars that you spend annually:

less than \$1,000	▼
-------------------	---

Fi. 4

Payment Information

*Credit Card Type:



***Credit Card Number:**

***Cardholder Name:**

***Expiration Date:**

Month Year

***Billing Address Line 1:**

Billing Address Line 2:

*City:

1000 JOURNAL OF POST KEYNESIAN ECONOMICS

***State, Territory
or Province:**

Source: *Journal of the American Statistical Association*, 86, 1991, pp. 103-114.

*Zip Code/

1133

Postal Code:

Required for US and Canadian addresses only.

*Country

United States of America ▼

Other:

Downloaded from <http://ajphaphysocpharm.sagepub.com> at 10:00 11 January 2015

Please complete if "Other" is selected as Country above.

CANCEL

SUBMIT ▲

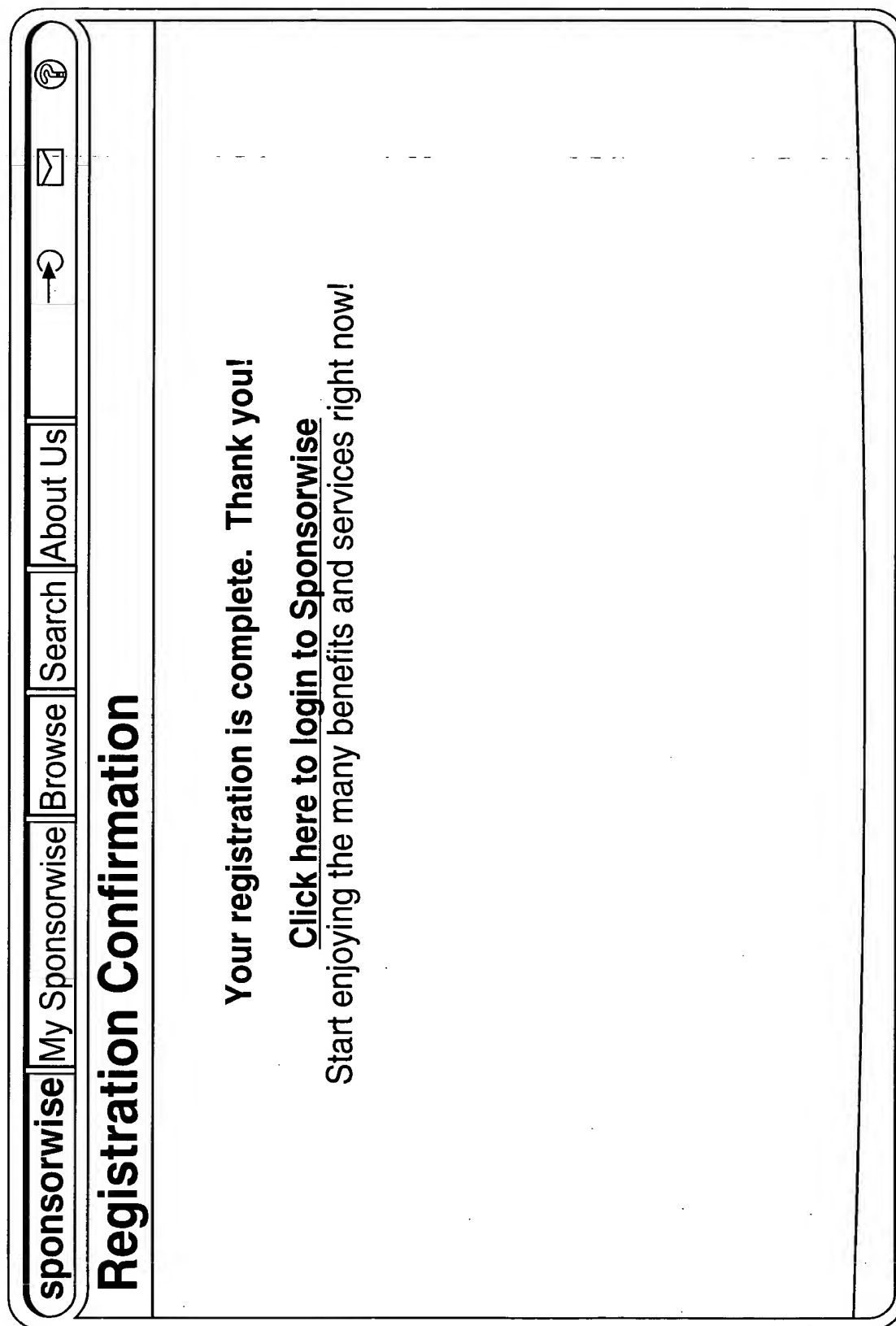




Fig. 6

sponsorwise



Sponsorwise Login

User Name:

Password:

☐ Remember me





LOG IN

[Click here if you have forgotten your password or having trouble logging in.](#)
[New users should click here to register.](#)

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Fig. 7

sponsorwise My Sponsorwise Browse Search About Us		Wednesday, October 18, 2000 Front Page Property Manager RFP Board Messages My Account	
My Sponsorwise Good Evening Dave Sullivan of First Night International Current Profile: Boston 2001 Seller ▾ Edit Profile		SHAQTIACULAR Athletcs & Entertainrs for Kids 	
Create A Property Wise Promotions Consulting Services		Industry News Donnie Osmond Tatoo Sold on Sponsorwise for Record \$6.5 Million Sponsorship Market Growing Thanks to New Internet Opportunities More->	
Notification File Type Subject		Received	
<input type="checkbox"/> RFP: Auto Search has found an RFP that matches your profile		Fri 9/22/00 2:22:PM	
<input type="checkbox"/> Saved Search: New matches to saved search "2001 Events"		Thu 9/21/00 12:45:PM	
<input type="checkbox"/> RFP: AutoSearch has found an RFP that matches your profile		Wed 9/20/00 7:08:AM	
<input type="checkbox"/> Unsold Inventory: Two Week Notice (Columbus Day Parade)		Tue 9/19/00 10:28:AM	
<div style="text-align: center;">FILE</div>			

sponsorwise My Sponsorwise Browse Search About Us ?	
<h2>RFP From Anonymous Buyer</h2> <p>My Sponsorwise > RFP Board > RFP (REPLY TO THIS RFP)</p>	
<p>Overview Audience Description Marketing Opportunities Contact Information</p>	
<p>Company/ Business Type:</p>	<p>Internet-based organization</p>
<p>Market Description:</p>	<p>Sponsorship services company aimed at progressive companies looking to enhance sponsorship marketing opportunities and management. Main focus of activity is creating brand awareness in new market area – East Coast.</p>
<p>Time Frame:</p>	<p>January 1, 2001 - March 31, 2001</p>
<p>Budget Parameters:</p>	<p>\$20,000</p>
<p>Key Characteristics:</p>	<p>  </p>
<p>Preferred Location:</p>	<p>Zip Code: 02107 City: Boston State: MA Region: NE Closest Major Market: Boston</p>
<p>Additional Qualifications:</p>	<p>Sponsor will only accept proposals with pricing information</p>
<p>Preferred Property Type:</p>	<p> Festivals/Events</p>
<p>This RFP was distributed only to those Property Owners who meet target parameters.</p>	

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[REPLY TO THIS RFP](#)

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Attending Audience: 55,000+

Expanded Audience: 250,000
Reached by media promotion and PR.

Audience Keywords: fine dining, jazz, visual arts, young, professional

Household Income:

Household Income	Percentage
Under \$25,000:	50%
\$25,000 - \$39,999:	50%
\$40,000 - \$54,999:	
\$55,000 - \$74,999:	50%
\$75,000 - \$99,999:	50%
\$100,000 - \$149,999:	
\$150,000+:	

Age:

Age Group	Percentage
Young Children (0-12):	50%
Teenagers (13-17):	50%
Young Adults (18-35):	50%
Mature Adults (36-55):	
Seniors (56-75):	
Elderly (76+):	

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 10

My Sponsorwise

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About Us

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📧

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REPLY TO THIS RFP

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

Overview

Audience Description

Marketing Opportunities

Contact Information

Marketing Opportunities:

Television
Media
VIP Hospitality
Signage with description windows

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 11

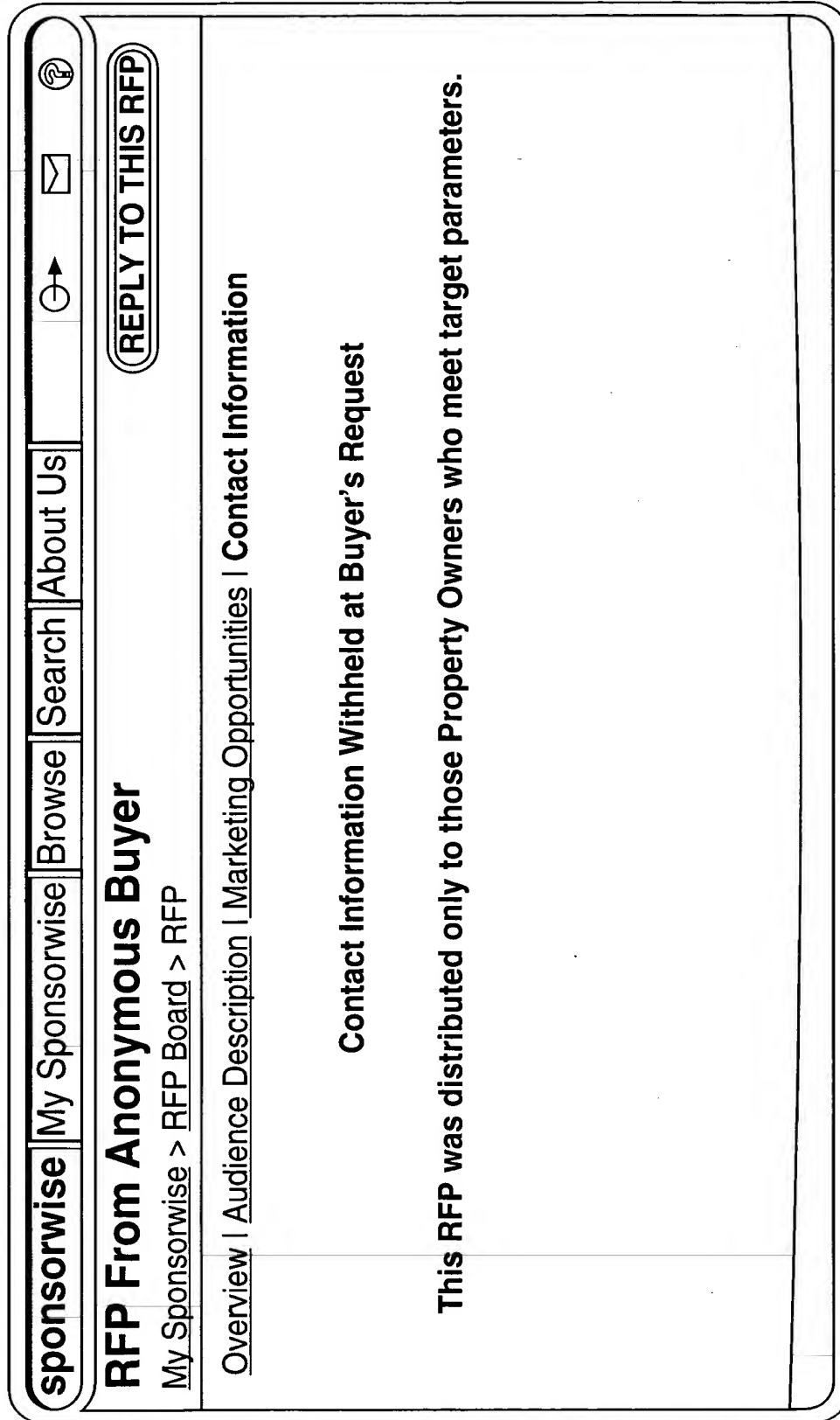


Fig. 12

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NEXT>

Proposal Wizard

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT


SEND

↑

Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.


UPLOAD

Add a new document



PERSONAL FILING CABINET

Find a document in your filing cabinet



CANCEL

<PREVIOUS

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Fig. 15

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Fig. 17

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My Sponsorwise

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Proposal Wizard

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VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Confirm your payment status.

RFP Reply Credit Balance: 2 credits available -- you may proceed to the next step.

Purchase Additional Credits

CANCEL

<PREVIOUS

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Fig. 18

sponsorwise My Sponsorwise			
Proposal Wizard			
VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND			
Review and send your proposal. Click the "Previous" button if you want to make changes. Click "Send" to release your proposal.			
1. Review the RFP you are responding to.			
2. Check your attachments.			
Attached Documents		Description	
<u>FirstNight2000.ra</u>		Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	
<u>Financials.xls</u>		Full financial disclosures.	
<u>HappyNotes.txt</u>		Tons and tons of letters from happy Sponsors!	
3. Create a cover note to accompany your proposal. (optional)			
<div></div>			
CANCEL		PREVIOUS NEXT	

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Fig. 19

sponsorwise My Sponsorwise Browse Search About Us																		
My Sponsorwise Front Page Sponsorship Manager RFP Board Messages My Account		Wednesday, October 18, 2000																
<p>Good Evening John McKay of LMD, Inc.</p> <p>Current Profile: West Region Buyer ▾ Edit Profile</p> <p>Create An RFP</p> <p>Wise Promotions</p> <p>Consulting Services</p>		<p>Athletes & Entertainers for Kids®</p> <p>Athletes & Entertainers for Kids®</p> <p>Industry News</p> <p>Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million</p> <p>Sponsorship Market Growing Thanks to New Internet Opportunities</p> <p>More-></p>																
<p>Search:</p> <input type="text"/> <p>Saved Searches: Jazz Festivals Music Events Fitness Competitions</p> <p>Favorites ▾</p>		<p>Notification</p> <table border="1"> <thead> <tr> <th>File Type</th> <th>Subject</th> <th>Received</th> </tr> </thead> <tbody> <tr> <td></td> <td>Proposal Notice: Response to your RFP "Q1'01 Festival"</td> <td>Fri 9/22/00 2:22:PM</td> </tr> <tr> <td></td> <td>Saved Search: New matches to saved search "Jazz Festivals"</td> <td>Thu 9/21/00 12:45:PM</td> </tr> <tr> <td></td> <td>Proposal Notice: Response to your RFP "Q4'00 Music Events"</td> <td>Wed 9/20/00 7:08:AM</td> </tr> <tr> <td></td> <td>Saved Search: New matches to saved search "Fitness Competitions"</td> <td>Tue 9/19/00 10:28:AM</td> </tr> </tbody> </table> <p>(FILE)</p>		File Type	Subject	Received		Proposal Notice: Response to your RFP "Q1'01 Festival"	Fri 9/22/00 2:22:PM		Saved Search: New matches to saved search "Jazz Festivals"	Thu 9/21/00 12:45:PM		Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM		Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM
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Proposal Viewer

[My Sponsorwise](#) > [RFP Board](#) > [RFP](#) > [Proposal](#)

First Night Boston 2001

Cover Note From Property Owner:

Thank you for the opportunity to present our First Night Boston sponsorship opportunities. First Night Boston is the largest New Year's celebration in North America; featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information -- the Excel spreadsheet contains full financial disclosures.

Please click [here](#) to view our Sponsorwise Property Listing

Attached Documents	Description	File Type
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text

Fig. 22


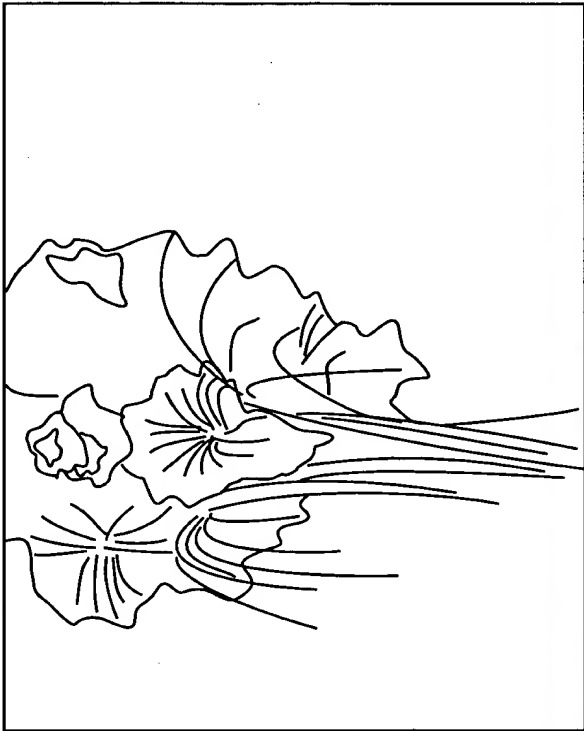
FOE280" 21085260

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Property Listing
Browse > [Festivals/Events](#) > [Property](#)

Front Page | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

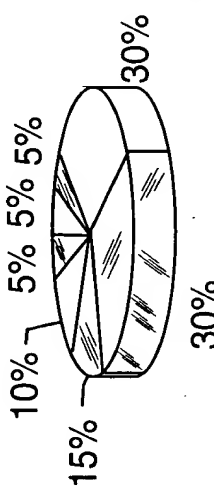
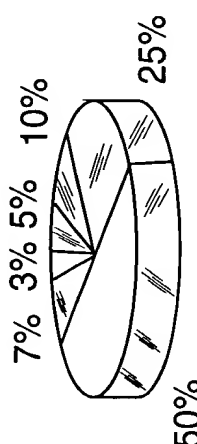
First Night Boston 2001

ADD TO FAVORITES

Fig. 23

sponsorwise My Sponsorwise Browse Search About Us		
<h2>Property Listing</h2> <p>Browse > Festivals/Events > Property</p>		
<p>Front Page Event Description Audience Description Inventory Contact Information</p>		
<p>Name: First Night Boston 2001</p>		
<p>Years in Existence: 24</p>		
<p>Property Type:</p>		
<p align="center"> Festivals/Events </p>		
<p>Attending Audience: 3,000,000</p>		
<p>Extended Audience: 5,000,000</p>		
<p>Key Characteristics:</p>		
<p> </p>		
<p>Event Summary:</p> <p>First Night Boston is the largest New Year's celebration in North America. First Night is an exciting city-wide arts festival featuring theatre, dance, visual art, family entertainment, large-scale ice sculptures, the First Night Grand Procession, fireworks and much more.</p>		
<p>Event Date(s): December 30, 2000 - January 2, 2001</p>		
<p>Venue Location:</p> <p>Zip Code: 02107 City: Boston Region: Northeast Closest Major Market: Boston</p>		
<p>Sponsorship Price Range: \$2,000 - \$200,000</p>		
<p>This RFP was distributed only to those Property Owners who meet target parameters.</p>		

sponsorwise My Sponsorwise Browse Search About Us ?																						
Property Listing Browse > Festivals/Events > Property																						
Front Page Event Description Audience Description Inventory Contact Information																						
Attending Audience: 3,000,000																						
Household Income:	 <table border="1"> <tr><td><input checked="" type="checkbox"/></td><td>Under \$25,000:</td><td>5%</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>\$25,000 - \$39,999:</td><td>5%</td></tr> <tr><td><input type="checkbox"/></td><td>\$40,000 - \$54,999:</td><td>30%</td></tr> <tr><td><input type="checkbox"/></td><td>\$55,000 - \$74,999:</td><td>30%</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>\$75,000 - \$99,999:</td><td>15%</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>\$100,000 - \$149,999:</td><td>10%</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>\$150,000+:</td><td>5%</td></tr> </table>	<input checked="" type="checkbox"/>	Under \$25,000:	5%	<input checked="" type="checkbox"/>	\$25,000 - \$39,999:	5%	<input type="checkbox"/>	\$40,000 - \$54,999:	30%	<input type="checkbox"/>	\$55,000 - \$74,999:	30%	<input checked="" type="checkbox"/>	\$75,000 - \$99,999:	15%	<input checked="" type="checkbox"/>	\$100,000 - \$149,999:	10%	<input checked="" type="checkbox"/>	\$150,000+:	5%
<input checked="" type="checkbox"/>	Under \$25,000:	5%																				
<input checked="" type="checkbox"/>	\$25,000 - \$39,999:	5%																				
<input type="checkbox"/>	\$40,000 - \$54,999:	30%																				
<input type="checkbox"/>	\$55,000 - \$74,999:	30%																				
<input checked="" type="checkbox"/>	\$75,000 - \$99,999:	15%																				
<input checked="" type="checkbox"/>	\$100,000 - \$149,999:	10%																				
<input checked="" type="checkbox"/>	\$150,000+:	5%																				
Age:	 <table border="1"> <tr><td><input checked="" type="checkbox"/></td><td>Young Children (0-12):</td><td>5%</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>Teenagers (13-17):</td><td>10%</td></tr> <tr><td><input type="checkbox"/></td><td>Young Adults (18-35):</td><td>25%</td></tr> <tr><td><input type="checkbox"/></td><td>Mature Adults (36-55):</td><td>50%</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>Seniors (56-75):</td><td>7%</td></tr> <tr><td><input checked="" type="checkbox"/></td><td>Elderly (76+):</td><td>3%</td></tr> </table>	<input checked="" type="checkbox"/>	Young Children (0-12):	5%	<input checked="" type="checkbox"/>	Teenagers (13-17):	10%	<input type="checkbox"/>	Young Adults (18-35):	25%	<input type="checkbox"/>	Mature Adults (36-55):	50%	<input checked="" type="checkbox"/>	Seniors (56-75):	7%	<input checked="" type="checkbox"/>	Elderly (76+):	3%			
<input checked="" type="checkbox"/>	Young Children (0-12):	5%																				
<input checked="" type="checkbox"/>	Teenagers (13-17):	10%																				
<input type="checkbox"/>	Young Adults (18-35):	25%																				
<input type="checkbox"/>	Mature Adults (36-55):	50%																				
<input checked="" type="checkbox"/>	Seniors (56-75):	7%																				
<input checked="" type="checkbox"/>	Elderly (76+):	3%																				
Gender: 50/50																						
Audience Description: First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts, jazz, classical music, and live entertainment.																						

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Fig. 25



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Property Listing

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


Contact: Dave Sullivan

Phone: 617-357-0065

email dsullivan@firstnightintl.org

Address:

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Search

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Basic Search:

Please enter search terms for name, description, or keywords.

☐ Include Free Listings

SEARCH

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- [Saved Searches](#)

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Fig. 28

sponsorwise My Sponsorwise Browse Search About Us	
<h2 style="margin: 0;">Search</h2> <p>Basic Search Advanced Search Saved Searches</p> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Advanced Search:</p> <p>Name, Description, or Keywords: <input type="text"/></p> <p><input type="checkbox"/> Include Free Listings</p> </div> <div style="width: 45%;"> <p>Key characteristics: Add</p> <p>Click "Add" link to select characteristics.</p> </div> </div> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Event Type: <input type="text" value="All"/></p> <p>Dates:</p> <p>From: <input type="text" value="Select Month"/> <input type="text" value="Select Year"/> To: <input type="text" value="Select Month"/> <input type="text" value="Select Year"/></p> </div> <div style="width: 45%;"> <p>Gender:</p> <p><input checked="" type="radio"/> Reach more males</p> <p><input type="radio"/> Reach more females</p> <p><input type="radio"/> Reach both males and female</p> </div> </div> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Minimum Desired Household Income: For majority of audience.</p> <p>Select Minimum Income <input type="text" value="Select Age Range"/></p> </div> <div style="width: 45%;"> <p>Desired Age Range: For majority of audience.</p> <p>Select Age Range <input type="text" value="Select Age Range"/></p> </div> </div> <div style="text-align: center; margin-top: 20px;"> SEARCH Save this Search </div> <hr/> <ul style="list-style-type: none"> • Basic Search • Saved Searches 	

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Add Characteristics

Please select event characteristics for your search.

FESTIVALS/EVENTS:

Youth <input type="checkbox"/>	Educational <input type="checkbox"/>	Gay & Lesbian <input type="checkbox"/>	Religious <input type="checkbox"/>	Celebrity Potential <input type="checkbox"/>	Food & Drink <input type="checkbox"/>	Family-Oriented <input type="checkbox"/>	Civic Pride <input type="checkbox"/>
Nature Oriented (Outdoors) <input type="checkbox"/>	Live Music/Entertainment <input type="checkbox"/>	Media Co-sponsor <input type="checkbox"/>	TV Coverage <input type="checkbox"/>	Snob Appeal <input type="checkbox"/>	Shopping opportunity <input type="checkbox"/>		
Sports: Team <input type="checkbox"/>	Xtreme <input type="checkbox"/>	Racing Motor Sports <input type="checkbox"/>	Road racing <input type="checkbox"/>				

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Search

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:

Name, Description, or Keywords:

Key characteristics: [Add](#)

☐ [Include Free Listings](#)

Event Type:

Dates: From: To:

Minimum Desired Household Income: For majority of audience.

Desired Age Range: For majority of audience.

Gender:

☐ Reach more males
☐ Reach more females
☐ Reach both males and female

[Save this Search](#)

- [Basic Search](#)
- [Saved Searches](#)

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Search

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:

Name, Description, or Keywords:
Key characteristics: [Add](#)

☐ Include Free Listings

Event Type:
Dates: From: June 2001 To: September 2001

Minimum Desired Household Income: For majority of audience. \$40,000 - 54,999

Desired Age Range: For majority of audience. Mature Adults (36-55)

Gender:
☐ Reach more males
☐ Reach more females
☒ Reach both males and female

Results:

Sorry, no results were found.

[\(SEARCH\)](#)
[Save this Search](#)

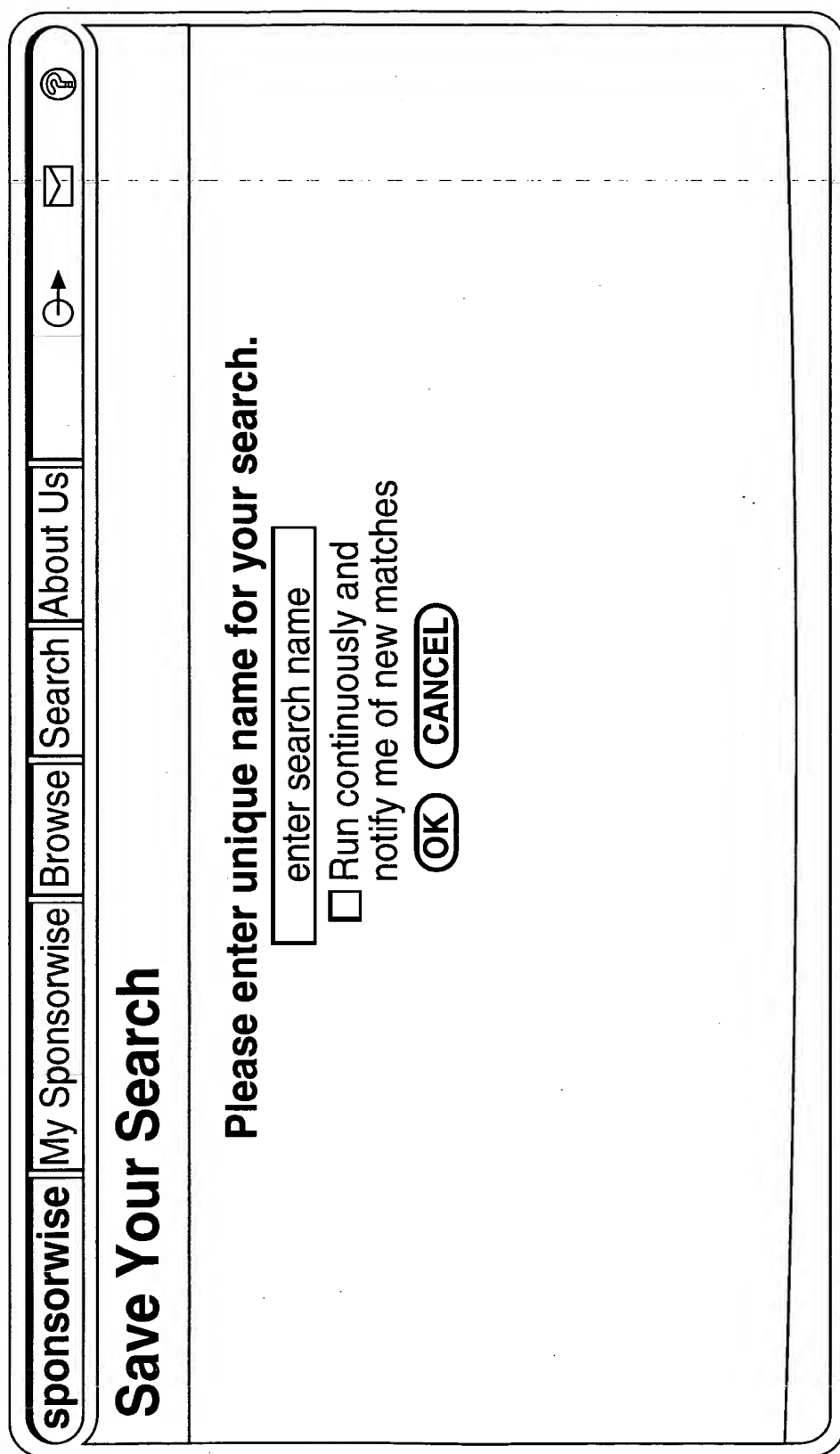


Fig. 33

Fig. 33

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Wednesday, October 18, 2000

Athletes & Entertainers for Kids

Athletes & Entertainers for Kids®

Industry News

Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million

Sponsorship Market Growing Thanks to New Internet Opportunities

[More->](#)

Good Evening
John Stith of
Coca-Cola Company

Current Profile:

Coca-Cola Buyer

▼

[Edit Profile](#)

Create An RFP

Wise Promotions

Consulting Services

Search:

Saved Searches:

Summer Family Activity***

Music Events

Fitness Competitions

Favorites

▼

Notification

File Type	Subject	Received
<input type="checkbox"/>	Saved Search: New matches to saved search "Summer Family Activity"	Fri 9/22/00 2:22:PM
<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q1'01 Festival"	Thu 9/21/00 12:45:PM
<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM
<input type="checkbox"/>	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM

FILE

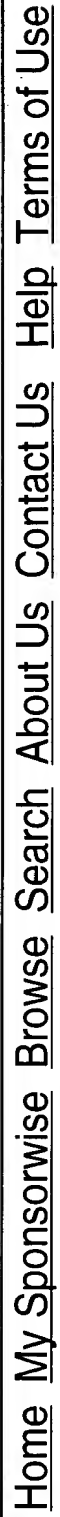


Fig. 37

Sponsorwise My Sponsorwise Browse Search About Us		
<h2>Property Listing</h2> <p>Browse > Sports > Property</p>		
<p>Front Page Event Description Audience Description Inventory Contact Information</p>		
<p>Name: California League</p>		
<p>Years in Existence: 59</p>		
<p>Property Type: Sports</p>		
<p>Attending Audience: 2,000,000</p>		
<p>Extended Audience: 3,300,000</p>		
<p>Key Characteristics: </p>		
<p>Event Summary: The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists.</p>		
<p>Event Date(s): April 2000 - September 2000</p>		
<p>Venue Location: Zip Code: NA City: NA Region: West Closest Major Market: SF & LA</p>		
<p>Sponsorship Price Range: \$10,000 - \$100,000</p>		
<p>This RFP was distributed only to those Property Owners who meet target parameters.</p>		

Attending Audience: 3,000,000

Household Income:

Household Income Bracket	Percentage
Under \$25,000	14%
\$25,000 - \$39,999	19%
\$40,000 - \$54,999	20%
\$55,000 - \$74,999	19%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	13%
\$150,000+	13%

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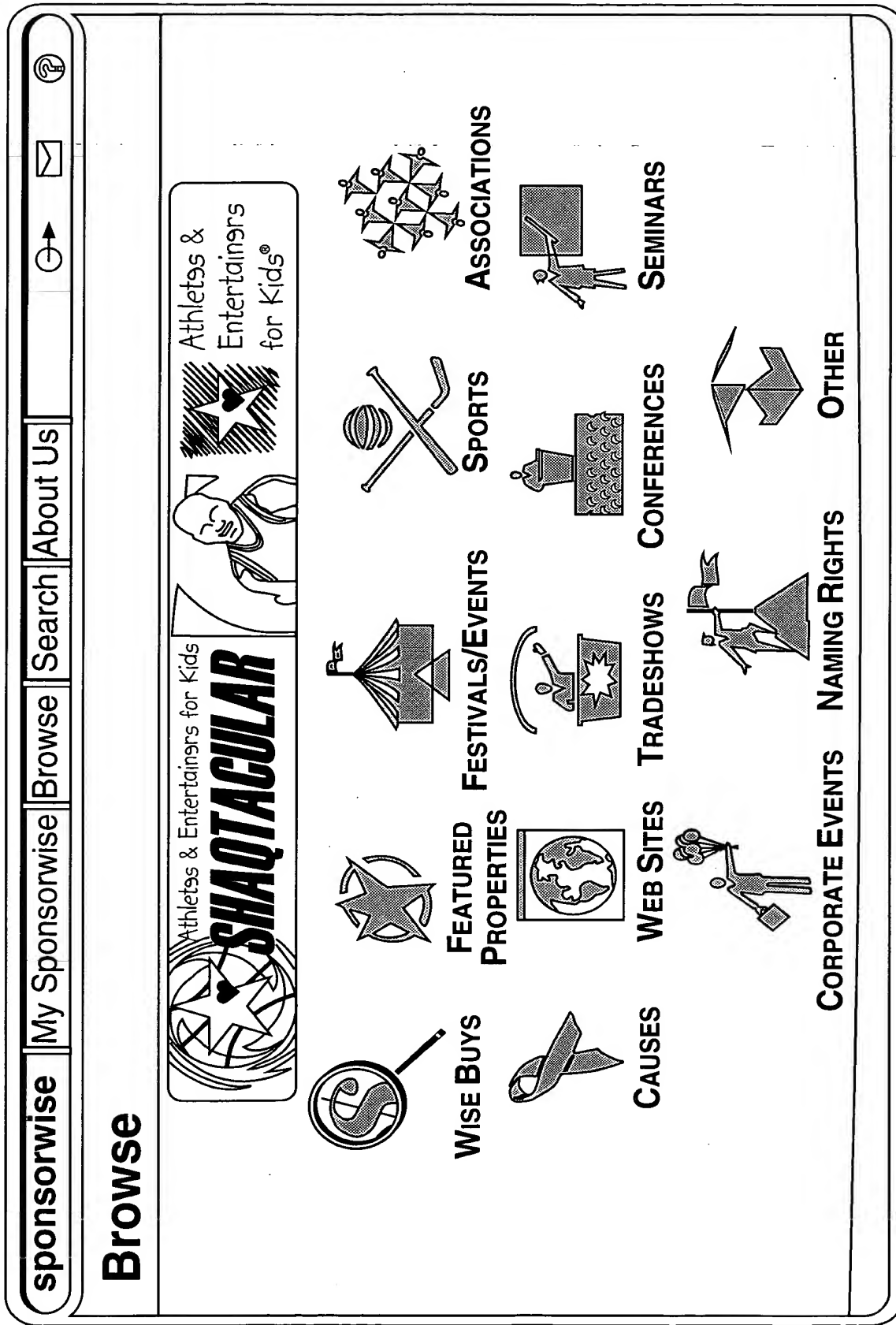
Fig. 40

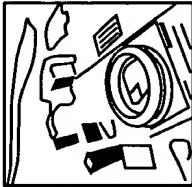
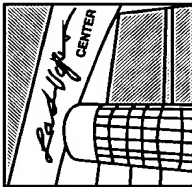
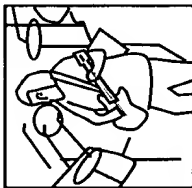
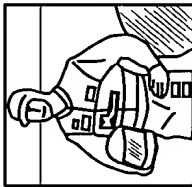
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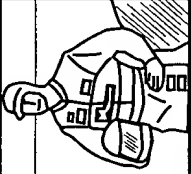
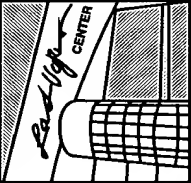

Fig. 41

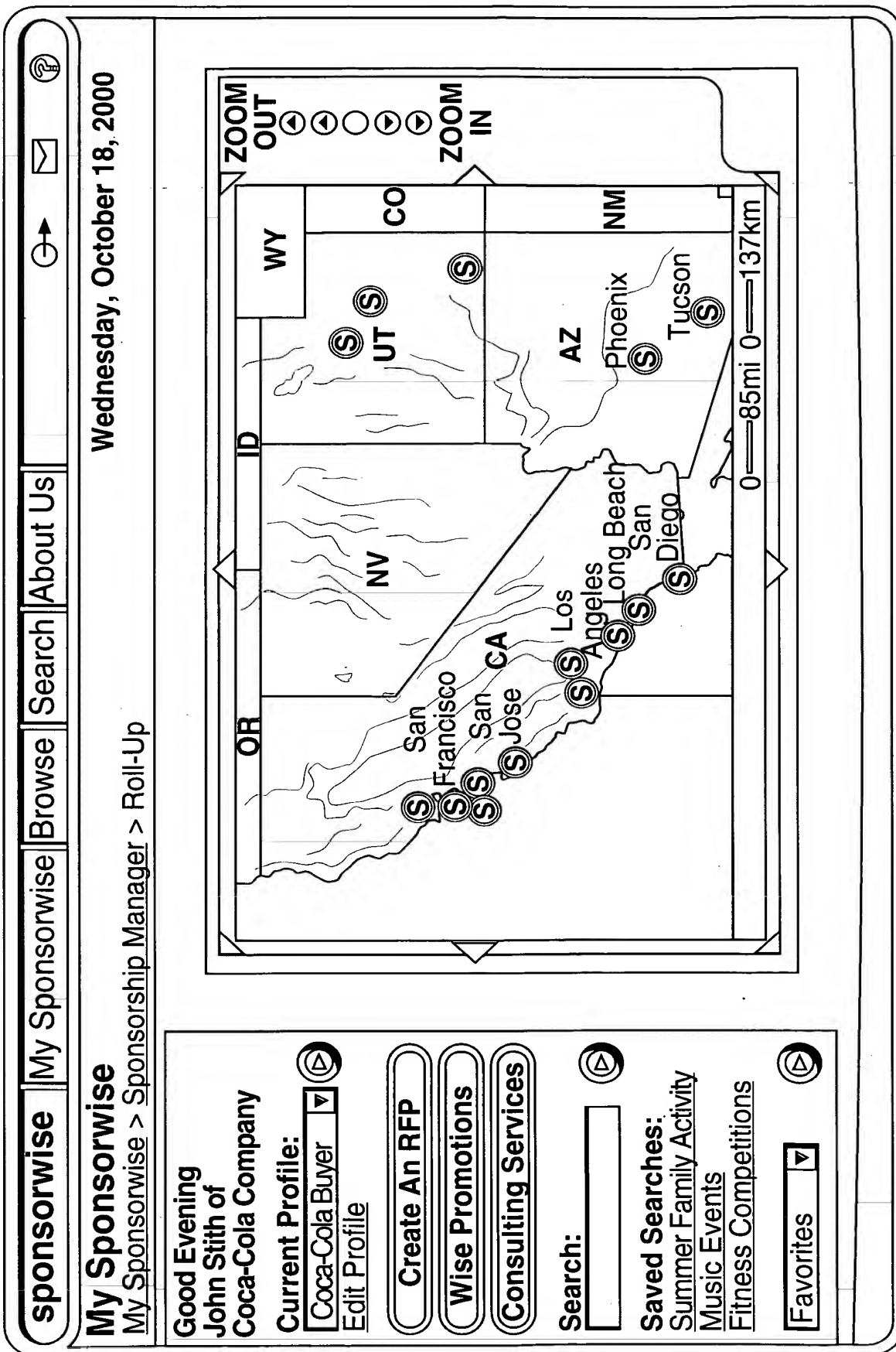
sponsorwise My Sponsorwise				
Wise Promo Wizard				
PROMO TYPE	WISE PROMO SET-UP	PAYMENT	POST	
Select promotion(s) to maximize your exposure to buyers.				
Wise Promo Options:				
<input checked="" type="checkbox"/> Wise Buys	List your unsold and "one-off" inventory to buyers looking to supplement their Sponsorship holdings. Wise Buys will be viewable under its own category by all Sponsorwise visitors who browse Sponsorwise. In addition, appropriate Buyers will be notified when your offering matches their interest. <i>Specifications & Restrictions:</i> By enrolling your property in the Wise Buys program, you agree to decrease the price by 10% from the latest listing price, and to decrease the price by at least an additional 2.5% per day until property is liquidated. Click here for more information			
<input type="checkbox"/> Banner Ads	Maximize exposure to the Sponsorwise community with premium placed advertising messages and create a call to action. A powerful way to make sure your message is heard. <i>Specifications:</i> Banner ads measure up to 475 pixels x 175 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. Click here for more information			
<input type="checkbox"/> Featured Selections	Draw attention to your offering and be seen as a featured selection at the top of category Browse pages. A great showcase to highlight your opportunity and stand out from the crowd. <i>Specifications:</i> Featured Selections measure 100 pixels x 100 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. Click here for more information			
CANCEL				NEXT

Fig. 43



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Wise Buys My Sponsorwise > Browse Properties > Wise Buys			
 Sports Stadium St. Louis, MO	 Convention Center Las Vegas, NV	 Grateful Dead Tribute 1/23/01-New York	 Michal Schumacher Indy500-01 Season
Services Consulting Services Banner/Ad Design Event Planning			Price
Property Inventory			
The SoFA Music Experience is a weekend long event showcasing new music technology, local, regional, and national caliber bands and Silicon Valley companies active in the digital music revolution			
VIP Party Sponsorship - Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage		9/14/00-9/17/00	\$6,000
Outdoor Stage Sponsorship - Naming rights to an outdoor stage, on-site opportunity, on-site signage, admission to all event functions.		9/14/00-9/17/00	\$5,000
T-shirt Sponsorship - Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions.		9/14/00-9/17/00	\$5,000
Beverage Sponsorship - Logo inclusion on all collateral, use of logo cups, on-site opportunity, and on-site signage.		9/14/00-9/17/00	\$3,000 per donation
Corporate Sponsorship - 10' x 10' booth inside Saturday Expo, 10' x 10' booth at Sunday Festival, signage opportunity, admission to all event functions.		9/14/00-9/17/00	\$1,500
Expo Sponsorship - 10' x 10' booth at Saturday Expo, signage opportunity inside Expo		9/14/00-9/17/00	\$1,000
The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.			
Hat Day - Official, high-quality, CBL hats with your company logo to be distributed to the first 2000 kids at the last homestand of each of 10 California League teams.		9/25/00-10/3/00	\$10,000

sponsorwise My Sponsorwise Browse Search About Us		Wednesday, October 18, 2000 Front Page Sponsorship Manager RFP Board Messages My Account																
My Sponsorwise Good Evening John Stith of Coca-Cola Company Current Profile: <input type="text"/> Coca-Cola Buyer <input type="button" value="v"/> Edit Profile <input type="button" value="Create An RFP"/> <input type="button" value="Wise Promotions"/> <input type="button" value="Consulting Services"/>		 <p>Athletes & Entertainers for Kids</p>  <p>Athletes & Entertainers for Kids®</p>    <p>Michal Schumacher Convention Center Grateful Dead Tribute Indy500-01 Season Las Vegas, NV 1/23/01-New York</p> <p>Industry News Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million Sponsorship Market Growing Thanks to New Internet Opportunities More-></p>																
Search: <input type="text"/> <input type="button" value="⏎"/>		Notification <table border="1"> <thead> <tr> <th>File Type</th> <th>Subject</th> <th>Received</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/></td> <td>Saved Search: New matches to saved search "Summer Family Activity"</td> <td>Fri 9/22/00 2:22:PM</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Proposal Notice: Response to your RFP "Q1'01 Festival"</td> <td>Thu 9/21/00 12:45:PM</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Proposal Notice: Response to your RFP "Q4'00 Music Events"</td> <td>Wed 9/20/00 7:08:AM</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Saved Search: New matches to saved search "Fitness Competitions"</td> <td>Tue 9/19/00 10:28:AM</td> </tr> </tbody> </table>		File Type	Subject	Received	<input type="checkbox"/>	Saved Search: New matches to saved search "Summer Family Activity"	Fri 9/22/00 2:22:PM	<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q1'01 Festival"	Thu 9/21/00 12:45:PM	<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM	<input type="checkbox"/>	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM
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Saved Searches: Summer Family Activity Music Events Fitness Competitions		<input type="button" value="FILE"/>																
Favorites <input type="text"/> <input type="button" value="v"/>																		



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Wednesday, October 18, 2000

Good Evening
John Stith of
Coca-Cola Company

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Coca-Cola Buyer

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Favorites ▼

California Sponsorships

Date	Event	Location
9/2/00 - 10/1/00	Shakespeare in the Park	Golden Gate Park San Francisco, California, USA
9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival	Plymouth, California, USA
9/22/00 - 9/24/00	International Jazz Festival	Santa Barbara, California, USA
9/22/00 - 9/24/00	San Francisco Blues Festival	Great Meadow, Fort Mason San Francisco, California, USA
9/22/00 - 9/23/00	World Music Festival	Chico, California, USA
9/23/00 - 9/24/00	10th Annual International Friendship Festival	El Cajon, California, USA
9/29/00 - 10/1/00	California International Airshow	Salinas, California, USA
10/5/00 - 10/15/00	Mill Valley Film Festival	Various Locations Mill Valley, California, USA
10/6/00 - 10/8/00	Fleet Week	Pier 39 San Francisco, California, USA
10/6/00 - 10/8/00	The Great Temecula Tractor Race	Temecula, California, USA

49/50

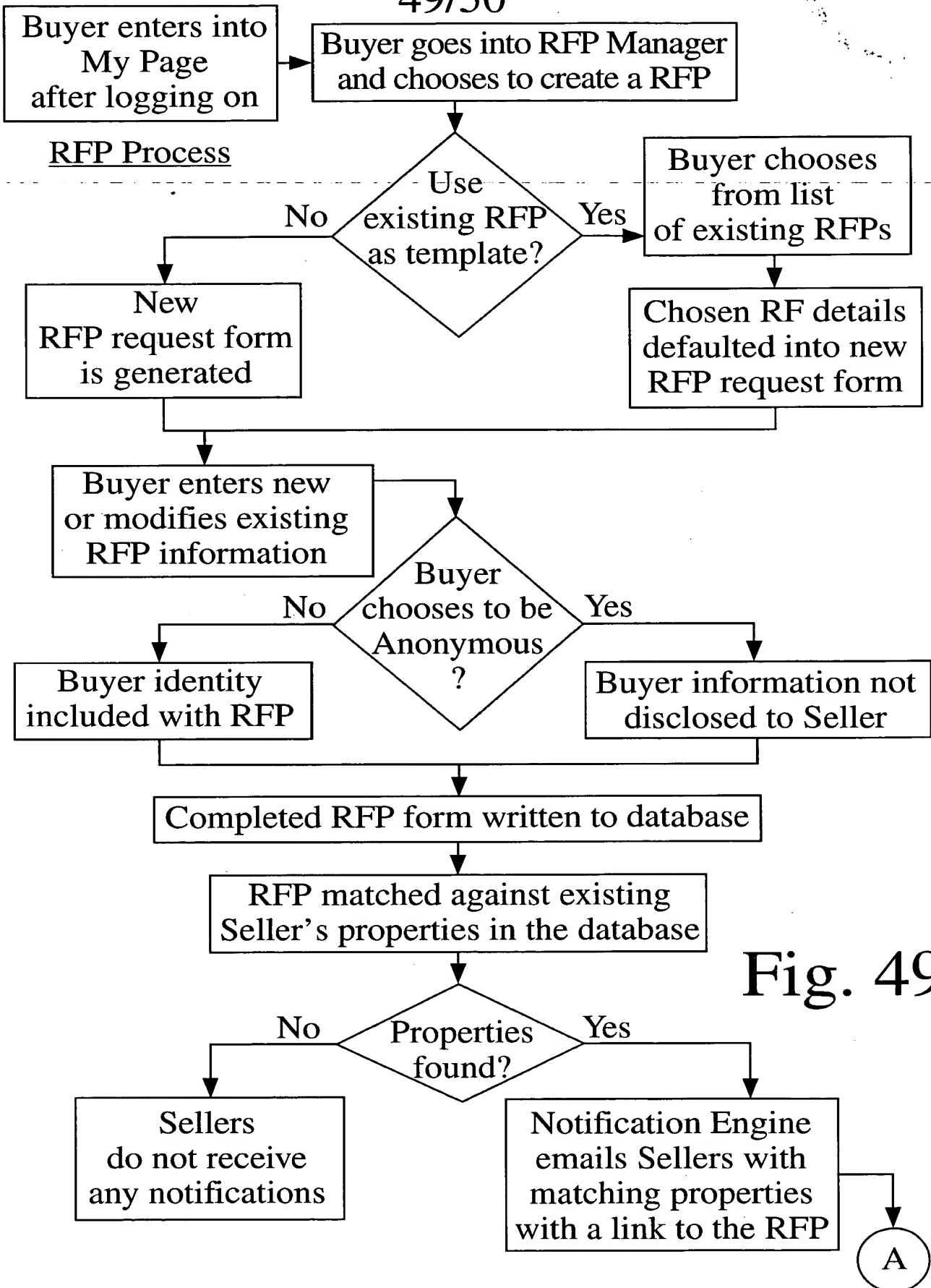


Fig. 49

50/50

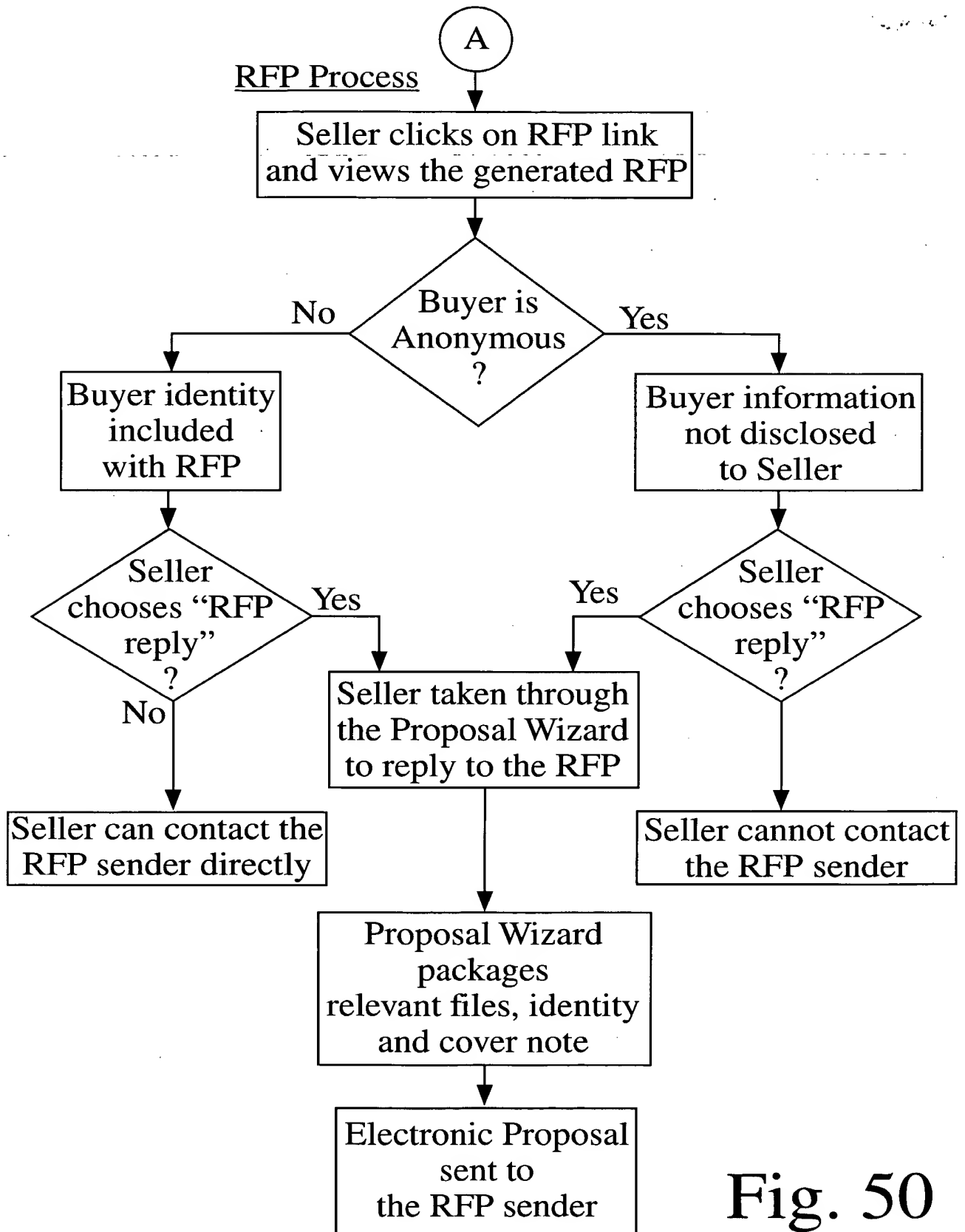


Fig. 50